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## **CLAIMS:**

What is claimed is:

1 1.	A network system o	comprising:

an analysis engine interacts with a user profile server and a content management system, the analysis engine to perform at least one analysis in real-time;

the user profile server to perform one of collection and management of user data; and

the content management system to manage a plurality of content types for a plurality of service points in real-time, wherein a service point supports a specific content type.

- 2. The network system of claim 1, wherein the content management system is to provide a plurality of results having personalized content for a plurality of service points.
- 3. The network system of claim 1, wherein a first service point serves the purpose of one of recommendation of an agent to an agent desktop, supporting a request to route data, supporting a request for agent assignment, and an outbound campaign service.
- The network system of claim 1, wherein the analysis engine is to collect
   data from a plurality of customer contact points.
- The network system of claim 1, wherein the user profile server includes
   one of static profile attributes and dynamically generated attributes.

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- 1 6. The network system of claim 5, wherein input from one of a first agent
- and a second agent updates one of the static profile attributes and the
- 3 dynamically generated attributes.
- 7. The network system of claim 1, wherein a first service point retrieves a
- 2 first content using results from a first analysis; and
- a second service point retrieves a second content using the results from
- 4 the first analysis.
- 1 8. The network system of claim 1, comprising:
  - a client request is associated with a first agent by a service point.
  - 9. The network system of claim 1, wherein the user profile server is coupled to a data repository for service data and metadata.
- 1 10. The network system of claim 1, wherein the user profile server, the
  - analysis engine, and the content management system operated on one of a local
- 3 and remote server.
- 1 11. A method comprising:
- 2 accessing a customer profile and preferences;
- 3 sending the customer profile and the preferences to an analysis engine;
- 4 accessing recommended items in real-time;
- 5 retrieving content for at least one recommended item;
- 6 supporting a content type by a service point; and
- 7 managing a plurality of content types for a plurality of service points.

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attribute.

1	12.	The method of claim 11, further comprising:
2		collecting data from a plurality of customer contact points.
1	13.	The method of claim 11, wherein the customer profile is provided by a
2	user p	rofile server coupled to an analysis engine.
1	14.	The method of claim 12, wherein the user profile server includes one of

1 15. The method of claim 14, further comprising:
 2 updating one of the static profile attribute and the dynamically generated

static user profile attributes and dynamically generated attributes.

16. The method of claim 11, comprising:

retrieving a first content by a first service point using results from a first analysis; and

retrieving a second content by a second service point using the results from the first analysis.

- 17. The method of claim 12, wherein the user profile, the analysis engine, and the content management system are operated on one of a local server and a remote server.
- 1 18. A machine readable storage media containing executable program
  2 instructions which when executed cause a digital processing system to perform a
  3 method comprising:
- 4 accessing a customer profile and preferences;

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5		sending the customer profile and the preferences to an analysis engine;
6		accessing recommended items in real-time;
7		retrieving content for at least one recommended item,
8		supporting a content type by a service point; and
9		managing a plurality of content types for a plurality of service points.
1	19.	The machine readable storage media of claim 18, wherein the method
2	furthe	er comprises:
3		managing a plurality of content types for a plurality of service points.
1	20.	The machine readable storage media of claim 18, wherein the method
2	further comprises:	
1 2 3		collecting data from a plurality of customer contact points.
1	21.	The machine readable storage media of claim 19, wherein a user profile
,2	server	is coupled to an analysis engine and a content management system, the
3	conter	nt management system manages the plurality of content types.
1	22.	The machine readable storage media of claim 21, wherein the user profile
2	server	includes one of static user profile attributes and dynamically generated
3	attribu	ates.
1	23.	A machine readable storage media of claim 22, wherein the method
2	furthe	er comprises:
3		updating one of the static profile attribute and the dynamically generated
4	attribu	ıte.

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1	24.	The machine readable storage media of claim 18, wherein the method	
2	comprises:		
3		retrieving a first content by a first service point using results from a first	
4	analysis; and		
5		retrieving a second content by a second service point using the results	
6	from the first analysis.		
1	25.	The machine readable storage media of claim 22, wherein the user profile	
2	server	r, the analysis engine, and the content management system are operated or	
3	one of	f a local server and remote server.	